



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Waterfront Strategies
3050 K St NW
#100
Washington, DC 20007

Contract # 5315271

Schedule Dates 07/06/22-07/11/22
Advertiser United Democracy Project (146367)
Agency Waterfront Strategies (7591)
Product POLITICAL ISSUE (ns) (1187)
Brand Est 11285 (1752543)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name Meade, Nicole
Phone/Fax /
CPE Est 11285
Account Types Local/Political Issue Agency BRD
Billing Type Standard
Comments Est 11285

Date Entered 07/01/22
Last Modified 07/05/22
Entered By Barbara Monares
CO-OP No
External #
Demo
Order Type 3 Wide Life
Package Deal
Commission % 15.00
Commission \$35,992.50
Net Total \$203,957.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Jul. 2022	122	\$239,950.00
Grand Total:	122	\$239,950.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM				2	2	1			5	\$600.00	\$3,000.00	Washington (WJLA)		7/1/22
2.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		2							2	\$600.00	\$1,200.00	Washington (WJLA)		7/1/22
3.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	6:58A- ABC-Good Morning America		2							2	\$1,100.00	\$2,200.00	Washington (WJLA)		7/1/22
4.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	6:58A- ABC-Good Morning America				3	3	2			8	\$1,100.00	\$8,800.00	Washington (WJLA)		7/1/22
5.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	9A- Live with Kelly				2	1	1			4	\$550.00	\$2,200.00	Washington (WJLA)		7/1/22
6.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	9A- Live with Kelly		1							1	\$550.00	\$550.00	Washington (WJLA)		7/1/22
7.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	10A- News-Good Morning Washington at 10a		1							1	\$400.00	\$400.00	Washington (WJLA)		7/1/22
8.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	10A- News-Good Morning Washington at 10a				1	2	1			4	\$400.00	\$1,600.00	Washington (WJLA)		7/1/22
9.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	10:58:25A- ABC-The View				1	1	2			4	\$900.00	\$3,600.00	Washington (WJLA)		7/1/22
10.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	10:58:25A- ABC-The View		1							1	\$900.00	\$900.00	Washington (WJLA)		7/1/22

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11.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		1							1	\$750.00	\$750.00	Washington (WJLA)		7/1/22
12.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon				2	1	1			4	\$750.00	\$3,000.00	Washington (WJLA)		7/1/22
13.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	12:57:56P- ABC-GMA3: What You Need to Know				1	2	1			4	\$500.00	\$2,000.00	Washington (WJLA)		7/1/22
14.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	12:57:56P- ABC-GMA3: What You Need to Know		1							1	\$500.00	\$500.00	Washington (WJLA)		7/1/22
15.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	2P- ABC-General Hospital		1							1	\$900.00	\$900.00	Washington (WJLA)		7/1/22
16.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	2P- ABC-General Hospital				2	1	1			4	\$900.00	\$3,600.00	Washington (WJLA)		7/1/22
17.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	3:01P- The Drew Barrymore Show				1	1	2			4	\$400.00	\$1,600.00	Washington (WJLA)		7/1/22
18.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	3:01P- The Drew Barrymore Show		1							1	\$400.00	\$400.00	Washington (WJLA)		7/1/22
19.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM		1							1	\$600.00	\$600.00	Washington (WJLA)		7/1/22
20.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM				1	2	1			4	\$600.00	\$2,400.00	Washington (WJLA)		7/1/22

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21.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM				1	1	2			4	\$950.00	\$3,800.00	Washington (WJLA)		7/1/22
22.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		1							1	\$950.00	\$950.00	Washington (WJLA)		7/1/22
23.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1							1	\$1,500.00	\$1,500.00	Washington (WJLA)		7/1/22
24.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM				2	1	1			4	\$1,500.00	\$6,000.00	Washington (WJLA)		7/1/22
25.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	6:27P- 6:30P (EST)				1	1	1			3	\$2,500.00	\$7,500.00	Washington (WJLA)	WORLD NEWS ADJ.	7/1/22
26.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	6:27P- 6:30P (EST)		1							1	\$2,500.00	\$2,500.00	Washington (WJLA)	WORLD NEWS ADJ.	7/1/22
27.0	Normal Line / Access	07/11/22-07/11/22	2	:30	6:57P- 7P (EST)		1							1	\$5,000.00	\$5,000.00	Washington (WJLA)	WORLD NEWS ADJ.	7/1/22
28.0	Normal Line / Access	07/06/22-07/08/22	2	:30	6:57P- 7P (EST)				1	1	1			3	\$5,000.00	\$15,000.00	Washington (WJLA)	WORLD NEWS ADJ.	7/1/22
29.0	Normal Line / Access	07/06/22-07/08/22	2	:30	6:58:46P- Wheel Of Fortune				2	1	1			4	\$3,500.00	\$14,000.00	Washington (WJLA)		7/1/22
30.0	Normal Line / Access	07/11/22-07/11/22	2	:30	6:58:46P- Wheel Of Fortune		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)		7/1/22
31.0	Normal Line / Access	07/11/22-07/11/22	2	:30	7:27:41P- Jeopardy		2							2	\$5,000.00	\$10,000.00	Washington (WJLA)		7/1/22
32.0	Normal Line / Access	07/06/22-07/08/22	2	:30	7:27:41P- Jeopardy				1	1	1			3	\$5,000.00	\$15,000.00	Washington (WJLA)		7/1/22

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33.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM				1	1	2			4	\$1,400.00	\$5,600.00	Washington (WJLA)		7/1/22
34.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$1,400.00	\$1,400.00	Washington (WJLA)		7/1/22
35.0	Normal Line / SPOT	07/11/22-07/11/22	2	:30	11:35P- ABC-Jimmy Kimmel		1							1	\$600.00	\$600.00	Washington (WJLA)		7/1/22
36.0	Normal Line / SPOT	07/06/22-07/08/22	2	:30	11:35P- ABC-Jimmy Kimmel				2	1	1			4	\$600.00	\$2,400.00	Washington (WJLA)		7/1/22
37.0	Normal Line / Prime	07/11/22-07/11/22	2	:30	7:58P- ABC-The Bachelorette (Monday)		2							2	\$7,500.00	\$15,000.00	Washington (WJLA)		7/1/22
38.0	Normal Line / Prime	07/11/22-07/11/22	2	:30	10P- ABC-Claim to Fame (Monday)		1							1	\$6,500.00	\$6,500.00	Washington (WJLA)		7/1/22
39.0	Normal Line / Prime	07/06/22-07/06/22	2	:30	8P- ABC-The Conners (Wednesday)				1					1	\$7,500.00	\$7,500.00	Washington (WJLA)		7/1/22
40.0	Normal Line / Prime	07/06/22-07/06/22	2	:30	8:30P- ABC-The Goldbergs (Wednesday)				1					1	\$7,500.00	\$7,500.00	Washington (WJLA)		7/1/22
41.0	Normal Line / Prime	07/06/22-07/06/22	2	:30	9P- ABC-Abbott Elementary (Wednesday)				1					1	\$6,000.00	\$6,000.00	Washington (WJLA)		7/1/22
42.0	Normal Line / Prime	07/06/22-07/06/22	2	:30	9:30P- ABC-Home Economics (Wednesday)				1					1	\$6,000.00	\$6,000.00	Washington (WJLA)		7/1/22

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43.0	Normal Line / Prime	07/07/22-07/07/22	2	:30	8P- ABC-Press Your Luck (Thursday)					1				1	\$6,000.00	\$6,000.00	Washington (WJLA)		7/1/22
44.0	Normal Line / Prime	07/07/22-07/07/22	2	:30	9P- ABC-Generation Gap (Thursday)					1				1	\$5,000.00	\$5,000.00	Washington (WJLA)		7/5/22
45.0	Normal Line / Prime	07/08/22-07/08/22	2	:30	8P- ABC-Shark Tank (Friday)						1			1	\$5,500.00	\$5,500.00	Washington (WJLA)		7/1/22
46.0	Normal Line / Prime	07/08/22-07/08/22	2	:30	9P- ABC-20/20 (Friday)						2			2	\$4,000.00	\$8,000.00	Washington (WJLA)		7/1/22
47.0	Normal Line / SPOT	07/09/22-07/09/22	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$700.00	\$700.00	Washington (WJLA)		7/1/22
48.0	Normal Line / SPOT	07/09/22-07/09/22	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							1		1	\$700.00	\$700.00	Washington (WJLA)		7/1/22
49.0	Normal Line / SPOT	07/09/22-07/09/22	2	:30	9A- ABC-Good Morning America Saturday 2							1		1	\$700.00	\$700.00	Washington (WJLA)		7/1/22
50.0	Normal Line / SPOT	07/09/22-07/09/22	2	:30	6P- News-7News ON YOUR SIDE Weekend at 6PM							1		1	\$750.00	\$750.00	Washington (WJLA)		7/1/22
51.0	Normal Line / SPOT	07/09/22-07/09/22	2	:30	6:58:56P- Wheel Of Fortune Wknd							1		1	\$1,000.00	\$1,000.00	Washington (WJLA)		7/1/22
52.0	Normal Line / SPOT	07/09/22-07/09/22	2	:30	7:28P- Jeopardy Wknd							1		1	\$1,500.00	\$1,500.00	Washington (WJLA)		7/1/22

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53.0	Normal Line / SPOT	07/10/22-07/10/22	2	:30	7A- News-7News ON YOUR SIDE Weekend at 7AM								1	1	\$250.00	\$250.00	Washington (WJLA)		7/1/22
54.0	Normal Line / SPOT	07/10/22-07/10/22	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$700.00	\$700.00	Washington (WJLA)		7/1/22
55.0	Normal Line / SPOT	07/10/22-07/10/22	2	:30	6P- ABC-World News Tonight (Sunday)								1	1	\$2,500.00	\$2,500.00	Washington (WJLA)		7/1/22
56.0	Normal Line / SPOT	07/10/22-07/10/22	2	:30	6:30P- News-7News ON YOUR SIDE Weekend at 630PM								1	1	\$800.00	\$800.00	Washington (WJLA)		7/1/22
57.0	Normal Line / Prime	07/10/22-07/10/22	2	:30	6:58P- ABC-Americas Funniest Home Videos (Sunday)								1	1	\$3,500.00	\$3,500.00	Washington (WJLA)		7/1/22
58.0	Normal Line / Prime	07/10/22-07/10/22	2	:30	8P- ABC-Celebrity Family Feud (Sunday)								1	1	\$6,500.00	\$6,500.00	Washington (WJLA)		7/1/22
59.0	Normal Line / Prime	07/10/22-07/10/22	2	:30	9P- ABC-The Final Straw (Sunday)								1	1	\$5,000.00	\$5,000.00	Washington (WJLA)		7/1/22
60.0	Normal Line / Prime	07/10/22-07/10/22	2	:30	10P- ABC-The 100000 Pyramid (Sunday)								1	1	\$6,500.00	\$6,500.00	Washington (WJLA)		7/1/22

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61.0	Normal Line / SPOT	07/10/22-07/10/22	2	:30	11:00:26P- News-7News ON YOUR SIDE Weekend at 11PM								1	1	\$900.00	\$900.00	Washington (WJLA)		7/1/22

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